

## Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 /020 W

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P 281610Z APR 76

FM AMEMBASSY BERN

TO SECSTATE WASHDC PRIORITY 2499

UNCLAS BERN 1830

FOR EB

EO 11652: NA

TAGS: BGEN SZ

SUBJ: POST RELATIONSHIPS WITH AMERICAN CHAMBERS OF COMMERCE

REF: STATE 94266

1. WE AGREE THAT POST RELATIONS WITH LOCAL AMCHAMS ARE IMPORTANT. OUR ASSOCIATION WITH THE SWISS-AMERICAN CHAMBER OF COMMERCE (FORMERLY AMERICAN CHAMBER OF COMMERCE IN SWITZERLAND) IS CLOSE AND CORDIAL. WE COOPERATE WITH THE CHAMBER IN GATHERING DATA FOR THE AGENCY-INDEX FOR SWITZERLAND; ASSIST IN SECURING SPEAKERS FOR CHAMBER FUNCTIONS; COLLABORATE ON VARIOUS PROJECTS, SOMETIMES ACTING AS CO-SPONSOR; AND PROVIDE INFORMATION AND OTHER ASSISTANCE IN CONNECTION WITH PUBLICATION OF CHAMBER'S DIRECTORY. WE SUGGEST CHAMBER MEMBERSHIP TO APPROPRIATE FIRMS AMONG OUR AMERICAN AND SWISS CONTACT. EMBASSY AND CONGEN ZURICH OFFICERS REGULARLY ATTEND CHAMBER FUNCTIONS AND ENJOY FREQUENT CONTACTS WITH CHAMBER PRESIDENT, EXECUTIVE DIRECTOR, AND OTHER OFFICERS AND MEMBERS.

2. AS THE CHAMBER'S NEW NAME IMPLIES, HOWEVER, IT SEES ITS ROLE AS BEING "TWO-WAY", PROMOTING TRADE IN BOTH DIRECTIONS, NOT EMPHASIZING US EXPORTS OR BALANCE-OF-PAYMENTS BENEFITS FOR THE US, WHICH LIMITS SOMEWHAT THE RANGE OF POSSIBLE JOINT EFFORTS BETWEEN POSTS AND THE CHAMBER.

3. WE SHALL EXPLORE THE POSSIBILITY OF UTILIZING CHAMBER  
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SUGGESTIONS IN SELECTING PRODUCTS/INDUSTRIES FOR CAMPAIGN

OR OTHER SPECIAL TREATMENT IN CCP, AS WELL AS BEST MEANS OF PROMOTION WITHIN SWITZERLAND. WE DOUBT, HOWEVER, THAT CHAMBER WOULD BE INTERESTED IN CCP INVOLVEMENT BEYOND THIS PHASE, AND WOULD OURSELVES PREFER TO LEAVE BALANCE OF CCP DESIGN TO BE HANDLED BY WASHINGTON AND POSTS.

4. ACTION REQUESTED: WE WOULD BE GRATEFUL RECEIVE REPORT OF DISCUSSION THIS SUBJECT BETWEEN DEPARTMENT AND US CHAMBER OFFICIALS.

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